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REMARKS

The present claim amendments are fully supported by the specification as originally filed, and introduce no new matter. For example, the amended independent claims include material taken from page 7 of the application, lines 24-28. These amendments are submitted without prejudice, primarily in order to expedite allowance of the present application.

The present amendment of the specification is intended to emphasize that the cited material at page 6, lines 1-10 is not admitted prior art. The present amendment of the specification was already presented on November 11, 2005 in conjunction with a request for suspension of action. The present amendment of the specification merely moves the subject headings, which were introduced in the preliminary amendment dated November 21, 1997. Incidentally, Applicant notes that none of the subject headings introduced on November 21, 1997 included the words "prior art." The issue of admitted prior art (APA) will be further discussed in the next section of these remarks.

Regarding the final Office Action dated May 12, 2005, that Office Action states at page 5, last paragraph as follows: ·

> *Terasawa* & APA, page 6, lines 1-10 apparently utilize a numerical identification format, instead of the claimed non-numerical textual worldwide global identification method. Nevertheless, *Eyer* discloses the benefits of using the well-known HTML format of a URL address for identifying additional TV programming services, see **col. 3, lines 17-15** and col. 4, lines 40-50. (emphasis added)

Applicant notes that the citation to "col. 3, lines 17-15" is faulty, and Applicant respectfully requests clarification. Here is what col. 3, lines 19-55 of *Eyer* say:

> The URL is a unique address which identifies virtually all files and resources on the Internet. A URL has the form:
>
> method://server:port/path/file//anchor.

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The "method" of accessing the resource is the web browser-supported protocol, and may include, for example, HTTP, FTP, GOPHER, TELNET, NEWS, or MAILTO. The {"server: port" indicates the name of the server which is providing the resource, and is alternatively known as the Internet domain name. For example, many companies will use their company name as part of the server field. The port designation is the port number on the server, but is usually not used since a default port is assumed. The "path" indicates the directory path to the resource. The file indicates the file name of the resource. The "anchor" indicates the named element in the HTML document. Not all fields are required.

For example, consider the following URL:

http://www.company.com/news/june/html.

The access method is HTTP, the server is www.company.com, there is no part specified, the path is news, the file is june.html, and there is no anchor. Examples of FTP GOPHER, TELNET, NEWS, and MAILTO are, respectively:

ftp://ftp.uu.net/doc/literary/obi/World.Factobook;
gopher://gopher.micro.umn.edu/;
telnet://compuserve.com/;
news:alt.cows.moo; and
mailto:president@whitehouse.gov.

Also, here is what the cited col. 4, lines 40-50 of *Eyer* say:

The display data may also be used to allow a user to invoke function calls which control a function which may or may not be related to the television or an associated programming service signal.

Moreover, the display data may provide information regarding an associated video programming service signal, such as a network television broadcast signal. The display data may provide information on a featured movie or other special presentation, or may provide a programming guide with program scheduling information.

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Although the present amended claims are now even more clearly distinguished over these citations, Applicant submits that these citations would be insufficient even without the present claim amendments. The first citation gives examples of URLs, but *Eyer* does not disclose how or why these two combined citations together could be used together in order to identify additional TV programming services.

At page 6, the Office Action says: "*Eyer* also discloses enabling the subscriber to retrieve a variety of TV services, using the same format, col. 7, lines 10-15." Here is what col. 7, lines 2-15 of *Eyer* say:

> For example, a URL identifying an HTVP receiver_function called "function_1" that has three parameters, "parm1," "parm2" and "parm3", with respective values "value1", "value2" and "value3", has the syntax:
>
> htvp://std/function_1?parm1=value1&parm2=value2&parm3=value3.
>
> For example, function_1 may allow a user to purchase various products or services via an interactive cable television network, where parm1, parm2 and parm3 indicate the purchase number, and value1, value2 and value3 indicate the selected items.

In this citation, the URL identifies a receiver_function that is used for purchasing products or services. The URL cannot be seen as a "non-numerical descriptive worldwide globally individual identifying name information" or "non-numerical worldwide textual service identifier " as I the present claims.

The URL of *Eyer* or the numerical service_id of *Terasawa* are not disclosed as being used for searching a service or a service component as disclosed in the present application (e.g. see present FIG. 6). Such search or retrieval of a service or a service component is not disclosed in *Eyer* or *Terasawa*. *Terasawa* does not disclose for what purpose the service_id in SDT or EIT is used, wherein the "non-numerical descriptive worldwide globally individual identifying name information" or "non-numerical worldwide textual service identifier " is used for retrieving the service or service component.

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Additionally, Applicant respectfully points out that several of the present claims include a "non-numerical descriptive worldwide globally individual identifying name information," whereas that feature cannot be found in the cited *Teresawa* reference. In *Teresawa*, the remote controller has a numerical keypad for inputting numerical information.

APPLICANT TRAVERSES ASSERTION OF ADMITTED PRIOR ART

Applicant respectfully notes that page 5 of the final Office Action (dated May 12, 2005) relies upon Admitted Prior Art (APA), namely page 6, lines 1-10 of the specification. However, Applicant never intended to disclose as part of prior art the following clause: "it is advantageous to represent the DVB definitions within the format of a URL." Applicant therefore respectfully traverses the assertion at page 5 of the final Office Action.

It is Applicant's *own idea* that it is advantageous to represent the DVB definitions within the format of a URL, contrary to what is stated at page 5 of the final Office Action. "One's own work may not be considered prior art in the absence of a statutory basis...." *Riverwood v. Jones, Riverwood Int'l Corp. v. R.A. Jones & Co.*, 66 USPQ2d 1331 (Fed Cir. 2003). The Federal Circuit elaborated in *Riverwood* that, "the patentee's discussion of his own patent in the specification section entitled 'Summary of the Prior Art' did not constitute an admission that the patent was prior art."

Applicant respectfully reiterates that the cited passage of page 6 (discussing the advantage of representing the DVB definitions in an extendable form) does not represent the knowledge of the person skilled in the art. That is an additional reason why Applicant now seasonably traverses the rejections. A seasonable challenge constitutes a demand for evidence made as soon as practicable during prosecution. MPEP § 2144.03.

As the final Office Action mentions at page 2, Applicant has stated (at page 5, line 20 of the application) that a URL addressing mechanism is known. That fact by no means suggests it is advantageous to represent DVB definitions in an extendable form or in a URL format. Applicant stated (at page 6, lines 11-22 of the application) that prior art numerical addresses have various disadvantages, but that in no way suggests any admission about representing DVB

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definitions in any particular way. Likewise, page 11 of Applicant's response of January 31, 2005 indicated that existing data transmission streams utilize DVB definitions, but that does not suggest that it is advantageous to represent the DVB definitions within the format of a URL, with or without a DSM-CC object carousel.
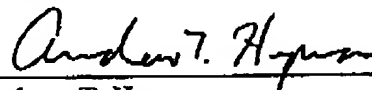
Again, Applicant respectfully submits that it is Applicant's own idea to advantageously represent the DVB definitions within the format of a URL, in an extendable form. See, for example, the embodiment described at page 10 of the application, lines 25-37. Applicant never suggested that any prior art disclosed representing the DVB definitions within the format of a URL.

CONCLUSION

Applicants respectfully submit that the amended claims of the present application define patentable subject matter and are patentably distinguishable over the cited references for the reasons explained. Additionally, the claims should be independently allowable because Admitted Prior Art (APA) was incorrectly relied upon in the Office Action.

The rejections of the final Official Action being inapplicable, retraction thereof is requested, and early passage of the pending claims to issue is earnestly solicited. Applicants would appreciate if the Examiner would please contact Applicants' attorney by telephone, if that might help to speedily dispose of any unresolved issues pertaining to the present application.

Respectfully submitted,

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